

Amendments to the Claims:

1-26. (Canceled)

27. (Previously Presented) A method of automatically transmitting an advertisement for hardware installed on a data processing system, the advertisement being associated with an identified sending party and transmitted from the identified sending party to a receiving party comprising the steps of:

identifying a user of the data processing system, said identified user being the identified sending party;

initiating an e-mail communication from the data processing system of the identified sending party;

embedding at least one pre-selected advertisement associated with the identified sending party in said communication. said embedding being done within the data processing system of the identified sending party; and

transmitting the e-mail communication with the at least one advertisement associated with the identified sending party automatically embedded therein by the data processing system of the identified sending party to the receiving party.

wherein said advertisement is for hardware installed on the data processing system by said identified sending party.

28. (Previously Presented) The method of claim 27, further comprising the steps of:
offering to the user of the data processing system an option of becoming an advertiser;
and

enabling, if the offer is accepted, a procedure within the data processing system by which the at least one advertisement associated with the identified sending party is automatically associated with the e-mail communications associated with the identified sending party.

29-30. (Canceled)

31. (Previously Presented) The method of claim 27, wherein the at least one advertisement associated with the identified sending party is automatically sent for a pre-selected time period.

32. (Previously Presented) The method of claim 27, wherein the at least one advertisement associated with the identified sending party is automatically sent up to a pre-selected number of times.

33. (Previously Presented) The method of claim 27, wherein the at least one advertisement associated with the identified sending party is electronically obtained from a third party data processing system.

34. (Previously Presented) The method of claim 28, wherein the user is compensated for accepting the offer to become an advertiser.

35. (Previously Presented) The method of claim 27, wherein the at least one advertisement associated with the identified sending party is at least one of visual and aural.

36. (Currently Amended) The method of claim 28, wherein the at least one advertisement associated with the identified sending party is incorporated in setup software for the hardware.

37. (Canceled)

38. (Previously Presented) The method of claim 28, further comprising offering to the receiving party of the e-mail communication associated with the identified sending party and advertisement associated with the identified sending party, an option of being an advertiser.

39. (Previously Presented) The method of claim 38, wherein the step of offering to the receiving party of the e-mail communication and advertisement associated with the identified sending party an option of being an advertiser includes fraud avoidance means for reducing or eliminating fraud associated with a transaction.

40. (Previously Presented) The method of claim 33, wherein the at least one advertisement associated with the identified sending party is electronically obtained from a third party data processing system using the Internet.

41. (Previously Presented) The method of claim 27, wherein the at least one advertisement associated with the identified sending party is displayed automatically to the receiving party during a period of at least one of before, during and after the e-mail communication.

42. (Previously Presented) The method of claim 27, wherein the data processing system is at least one of a computer and telephone.

43. (Previously Presented) The method of claim 28, wherein the at least one associated advertisement associated with the identified sending party is automatically embedded in the e-mail communication by a third party.

44. (Previously Presented) The method of claim 27, wherein the at least one advertisement associated with the identified sending party is automatically determined at least in part by a demographic of the receiving party.

45. (Previously Presented) The method of claim 44, wherein the demographic is at least one of location, language, gender, age, income, and physical handicap.

46. (Previously Presented) The method of claim 27, wherein automatically embedding the at least one pre-selected advertisement associated with the identified sending party with the e-mail communication further comprises automatically embedding a personal testimonial by the sending party thereby lending credibility to the at least one advertisement associated with the identified sending party.

47. (Previously Presented) The method of claim 27, wherein the automatically pre-selected advertisement associated with the identified sending party is under the local control of the identified sending party.

48. (Previously Presented) A method of automatically transmitting an advertisement for hardware installed on a data processing system, the advertisement being associated with an identified sending party and transmitted from a sending party to a receiving party comprising the steps of:

identifying a user of the data processing system, said identified user being the identified sending party;

initiating an e-mail communication from the data processing system of the identified sending party;

embedding at least one pre-selected advertisement associated with the identified sending party with the e-mail communication within the data processing system of the identified sending party in said communication, wherein the pre-selected advertisement associated with the identified sending party is under the local control of the identified sending party; and

transmitting the e-mail communication with the at least one advertisement associated with the identified sending party automatically embedded therein to the receiving party,

wherein said advertisement is for hardware installed on the data processing system by said identified sending party.

49. (Previously Presented) A method of automatically transmitting an advertisement associated with the identified sending party from the identified sending party to a receiving party of claim 48, wherein the at least one advertisement associated with the identified sending party includes a hyperlink.

50-52. (Canceled)

53. (New) A method of transmitting an advertisement from a sending party to a receiving party comprising the steps of:

in response to the installation of a product on a data processing machine associated with the sending party, or to a subscription to a service to be used by a data processing machine associated with the sending party, establishing an agreement with the sending party to include an advertisement in communications transmitted from the data processing machine, said advertisement associated with said product or service;

receiving a request from the sending party to initiate a communication from said data processing system;

embedding said advertisement with said communication; and

transmitting, to the receiving party, said communication with said advertisement embedded therein.

54. (New) The method of claim 53, wherein establishing the relationship is in response to installing a product on the data processing machine.

55. (New) The method of claim 53, wherein establishing the relationship is in response to subscribing to a service to be used by the data processing machine.

56. (New) The method of claim 54, wherein the product is one of software or hardware.

57. (New) The method of claim 54, wherein the communication is at least one of e-mail, facsimile, voice-over-IP, voice-over-Internet, voice mail, video mail, video conferencing, and an animated presentation.

58. (New) The method of claim 55, wherein the communication is at least one of e-mail, facsimile, voice-over-IP, voice-over-Internet, voice mail, video mail, video conferencing, and an animated presentation.

59. (New) The method of claim 53, wherein said advertisement is electronically obtained from a third party data processing system.

60. (New) The method of claim 54, wherein the advertisement is incorporated in setup software for one of software or hardware.

61. (New) The method of claim 53, further comprising offering to a receiver of the communication and advertisement an option of being an advertiser.